



hotel garbo 200

Fashion Collection Frame v 0.4

NOKIA
DESIGN

THEME Hotel Garbo

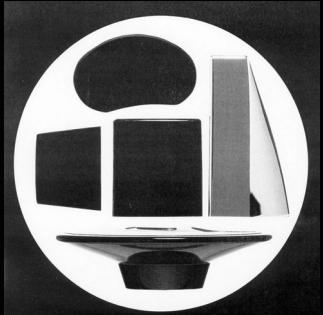
Atmosphere of old school glamour and “refined to the last detail” elegance. Sumptuous, glittering parties. Grand hotels, graceful cars and motor boats.

Influences: Hollywood 20s to 40's, old black and white photography/cinematography, old newspaper articles about the scandals of the rich/famous/beautiful, historical cosmetics labels and packaging, American old school gangsters (Al Capone etc.)

References: *photography by Clarence Sinclair Bull, Greta Garbo, Ingrid Bergman, Audrey Hepburn, Fred Astaire, Cary Grant, Lauren Bacall, Humphrey Bogart, "Casablanca", "Breakfast at Tiffany's", "Sunset Boulevard", "The Roaring Twenties", - movies, Creed -cosmetics, Art Nouveau and Art Deco, photography by Helmut Newton, Riva boats*

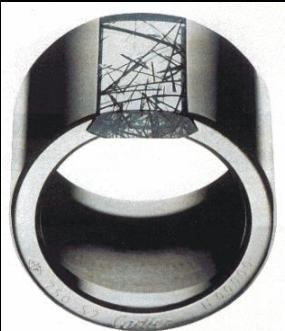
forms

heavy, sculptural, graceful, impressive, aerodynamic, statuesque, fluid, organic geometry, extruded



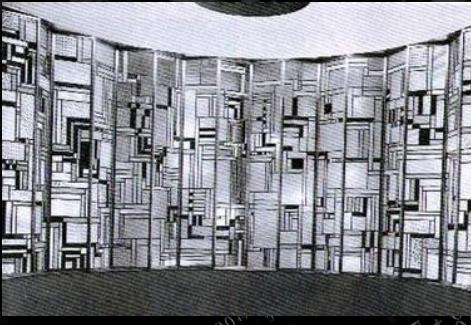
materials

shiny: chrome, black acrylics, Naturals: marble effects, pearl, ivory, laminates, gold/silver, jewels, Soft: leather, suede, micro-fibers



graphics

subtle ornaments, mosaics, marbled effects, pinstripes, coats of arms, heraldic



colors

creamy whites and beiges, black and white, red, golden yellow, contrast colors for details, chrome

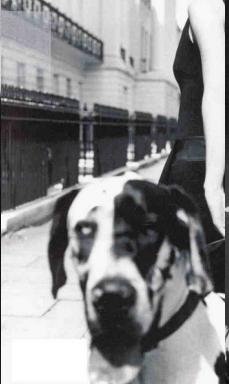


Fashion 2004 menu to be defined end 2002



Like day. *contrasting attitudes* - divas

Extravagance . glamour . independence . seductive . confident . feminine . romance . sexiness . personal style . classy .



CONTRASTS

..and night..
contrasting attitudes - gangsters

untouchable . strong . clever . flash . money . status . power . macho . dangerous . dark . sinister . brotherhood . the clan

